

I swear I'm not showing off! Personal aspirations and luxury brands.

Luxury as a product category continues to grow worldwide, and while the luxury market remains relatively small in South Africa as compared to international markets, there is an increasing fascination with luxury lifestyles. When it comes to an easily accessible luxury product category such as luxury alcohol brands; why do South Africans repurchase?

A research study was conducted by Vitowe Kaunda, a Master's student in the Department of Marketing Management, to examine how different types of motivations (whether intrinsic or extrinsic) affect materialism, and the effect of materialism on a consumer's repurchase intentions of luxury alcohol brands. Intrinsic aspirations are those which are innate and self-driven while extrinsic aspirations on the other hand are more focused on outside approval as a means to an end and are not necessarily the end goal.

After analysing 223 responses obtained from an online survey, findings indicated statistically significant relationships amongst the variables, with extrinsic aspirations having a greater bearing on materialism than intrinsic aspirations. Further, while materialism was found to be a statistically significant predictor of repurchase intention, it could only account for a small effect on repurchase intentions. This means that there must be other variables not examined in the current research which may better predict the repurchase intention of luxury brands.

This study thus reinforces the idea that marketing managers of luxury brands need not overtly market to the intrinsically motivated consumer as they may not be enticed to repurchase a brand after the initial trial. Further research into the determinants of luxury brand repurchase intention is needed to understand how to appeal to the South African consumer who uses luxury brands as a personal identifier (i.e. they are extrinsically motivated to purchase the brand).

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2019 with the [Department of Marketing Management](#) by Vitowe Kaunda under the supervision of [Dr. Tinashe Ndoro](#).